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Current State: Influences Across Functions 7 The Time Horizon for the duct Forecast 11 In at Summary 12 2 The Forecasting Process 13 Define the Forecast 14 16 Decision-focused Forecasting 24 Present the Results 37 Final Considerations 40 3 Page 12/31

New Product Forecasting 41 Tools and Methods 41els For New Product Forecasting for the **Pharmaceutical** Industry Inpharmation has two decades experience delivering solutions to the specific demand forecasting challenges of the pharmaceutical Page 13/31

industry. To deliver maximum forecast insights, Inpharmation champions "Evidencebased forecasting". This is an approach to forecasting that involves building forecasts based on: Facts rather than opinions.

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Phe client eutical Pharmaceutical els industry player, Size: >2 billion in revenue, Area of engagement: Demand forecasting. Typically, the pharmaceutical industry comprises of businesses involved in the research, development, manufacturing, and Page 16/31

distribution of drugs. Pharmaceutical

Pharmaceutical S Industry Demand Forecasting, **Pharmaceutical** Sales Forecasting in the Pharmaceutical Industry. In addition, patent expiry is assumed 10 years post-launch (2027). Diagnosis and compliance rates are Page 17/31

assumed 95% for type I and type II and 85% for type III and IV (late age of onset, less visible symptoms).

#### Sales Forecasting in the Pharmaceutical Industry

11. forecasting for the pharmaceutical industry 44 between patient progression in Page 18/31

a given disease state Bharmaceutical interdependencies between treatment options. If patients can be allocated to treatment buckets via a simple decision tree analysis, patientbased modelling is appropriate.

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research report by
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Research Company.
This is an accelerated pace compared to
5.2% for the years before 2017,...

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For this reason, demand forecasting in pharmaceutical industry has more complex structure than other sectors.

Human factors, seasonal and epidemic diseases, market shares of the competitive...

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specializes in finding the best validated techniques and then turning them into extremely userfriendly software solutions.

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The average age of
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function in the
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pharmaceutical industry is 7.4 years, meaning that on the average companies within this industry started this function only 7.4 years ago.

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refresher text for anybody involved in pharmaceutical or S biotechnology product forecasting, and those involved in product development who wants to get a better handle on what their product is capable of achieving in the commercial setting.

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